

Message Text

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SUBJECT: SOVIET SPECIALIZED EXHIBITIONS -- 1977

1. DURING MEETING AT CHAMBER OF COMMERCE AND INDUSTRY MARCH 3, COMMERCIAL ATTACHE WAS GIVEN LIST (SEE BELOW) OF SPECIALIZED EXHIBITIONS PLANNED FOR 1977. CHAMBER PREPARED LIST PARTIALLY IN RESPONSE TO COMMERCIAL OFFICE'S REPEATED SUGGESTIONS THAT MORE TIMELY PUBLICATION OF SOVIET EXHIBITION SCHEDULES WOULD PROBABLY LEAD TO MORE ACTIVE PARTICIPATION BY U.S. FIRMS IN THESE FAIRS. COMMERCIAL ATTACHE TENTATIVELY AGREED WITH RESPONSIBLE CHAMBER OFFICIALS THAT REGULAR SCHEDULE OF MEETINGS WOULD BE ESTABLISHED UNDER WHICH REPRESENTATIVES OF CO, CHAMBER, AND INTERESTED SOVIET END-USER ORGANIZATION(S) WOULD MEET NO LATER THAN 6 MONTHS PRIOR TO EACH SPECIALIZED EXHIBITION IN ORDER TO REVIEW STATUS OF U.S. PRIVATE FIRM PARTICIPATION. CO BELIEVES THAT THIS TECHNIQUE WILL HELP INCREASE LEVEL OF U.S. PARTICIPATION IN THESE EXHIBITIONS, WHICH WE CONTINUE TO REGARD AS EXCELLENT TRADE PROMOTION TECHNIQUE. IN ORDER TO ASSIST CHAMBER TO ATTRACT U.S.M. FIRMS TO THESE EXHIBITIONS, CO WOULD APPRECIATE BEWT'S ASSISTANCE IN PREPARING LISTS OF POTENTIAL U.S. PARTICIPANTS WHICH WE COULD THEN PASS ON TO CHAMBER. THEMES OF SPECIALIZED EXHIBITIONS, AS DEMONSTRATED IN LIST BELOW, APPEAR TO BE SUFFICIENTLY NARROW TO ALLOW FOR TOPS-TYPE COMPUTER RUN ON EACH SHOW. RESULTING LIST
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WOULD BE OF GREAT ASSISTANCE TO BOTH CO AND CHAMBER. WE

WOULD APPRECIATE BEWT'S REACTION TO THIS PROPOSAL.

2. FOLLOWING IS LIST OF SPECIALIZED EXHIBITIONS FOR 1977. CO BELIEVES IT WOULD BE USEFUL IF THIS LIST, TOGETHER WITH LISTING OF 4 INTERNATIONAL EXHIBITIONS CHAMBER HAS SCHEDULED FOR 1977, WERE PUBLISHED IN SEPARATE ARTICLE IN "COMMERCE AMERICA" WITH INFORMATION REGARDING ASSISTANCE WHICH CO IS ABLE TO PROVIDE AS INTERMEDIARY BETWEEN U.S. FIRMS AND CHAMBER OF COMMERCE. LIST IS AS FOLLOWS:

1) "METAL-WORKING COMPUTER-CONTROLLED MACHINES, ROBOTS, MANIPULATORS AND AUTOMATIC OPERATORS" (MOSCOW FEBRUARY 22-MARCH 4).

2) REFERENCE STANDARDS, MODEL MEASURING EQUIPMENT AND PRECISION INSTRUMENTS" - "METROLOGY-77" (MOSCOW MARCH 29-APRIL 8).

3) "EQUIPMENT AND TECHNOLOGICAL PROCESSES IN COMMUNICATION EQUIPMENT MANUFACTURING" (MOSCOW, APRIL 5-15).

4) "EQUIPMENT FOR THE PRODUCTION OF SMALL PREFABRICATED HOUSES; BUILDING MATERIALS, AND COMPONENTS" (TALLIN, MAY 17-30).

5) "SPECIAL METHODS OF COMPATING AND EQUIPMENT FOR INVESTIGATION OF P/M MATERIALS" - "POWDER METALLURGY-77" (MINSK, MAY 24-JUNE 6).

6) BUILDING MATERIALS AND EQUIPMENT FORTHEIR PRODUCTION " - "STROIMATERIALY-771 (KIEV, JUNE 21-JULY 4).

7) "EQUIPMENT AND APPARATUS FOR DRUG PRODUCTION AND TESTING" (MOSCOW, JULY 20-31).

8) "MATERIALS AND TESTING EQUIPMENT USED IN FOUNDRY" (MOSCOW, JULY 22-AUGUST 1).

9) "EQUIPMENT FOR CLINICAL TREATMENT AND RESEARCH
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OF ISCHEMIA HEART DISEASE" (TBILISI, OCTOBER 6-17).

10) "INSTALLATIONS AND EQUIPMENT FOR STONE EXTRACTION, PROCESSING, AND MACHINING" (EREVAN, OCTOBER 11-21).

11) "OPTICS IN SCIENCE, INDUSTRY, CULTURE, AND EVERYDAY LIFE" - "OPTIKA-77" (MOSCOW, OCTOBER 13-23).

12) "EQUIPMENT FOR DIAGNOSTICS AND TREATMENT OF
CARDIAC AND NERVOUS DISEASES" (TASHKENT, NOVEMBER 22 -
DECEMBER 2).

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